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Analysis of Consumer Preferences to the Quality of Street-Vendor Coffee in Payakumbuh City

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ABSTRACT

This study aims to analyze consumer preferences to the quality of street-vendor coffee in payakumbuh city and identify the factors influencing consumer purchasing decisions. The method used is a quantitative approach. 100 street-vendor coffee consumers selected using purposive sampling method. Data were collected through questionnaires, observations, and documentation, then analyzed using Spearman's Rank Correlation Analysis. The results showed that the price perception factor has the strongest and most significant relationship with purchasing decisions ($r_s = 0.727$) and followed by product quality ($r_s = 0.512$). These findings suggest that affordability, perceived price fairness, consistent taste, safety, and practical packaging are key determinants shaping consumer preferences and encouraging repeat purchases. The demographic characteristics of respondents dominated by young consumers with low to middle income further emphasize the importance of competitive pricing in this market segment. This findings implicate that street-vendor coffee business operators need to implement competitive pricing strategies while maintaining consistent product quality, particularly in terms of taste, safety, and practical packaging, in order to enhance perceived value and encourage purchases. Local governments should design empowerment programs for street-vendor coffee MSMEs, including food hygiene training, product quality improvement, and market-oriented business management.

INTRODUCTION

Coffee is one of the most highly traded commodities in global markets, with a daily consumption of approximately three billion cups [1]. Coffee is a beverage broadly consumed in the world with typical flavor, aroma, color and beneficial health effects and is one of the most traded commodities [2]. Coffee is one of the plantation commodities that has a fairly important role in economic activities in Indonesia and one of Indonesia's export commodities, which is quite important as a foreign exchange earner country [3]. Indonesia is the fourth-largest coffee producer in the world, following Brazil, Vietnam, and Colombia. The country's tropical climate and fertile soil support the cultivation of various premium coffee varieties, such as Arabica and Robusta, which are spread across different regions, including Aceh, West Sumatra, Java, Sulawesi, and Papua. According to the Ministry of Agriculture (2022–2025), Indonesia's coffee production reaches approximately 789,000 tons per year. This indicates that coffee is not only a leading export commodity but has also become an integral part of the domestic consumption culture. Coffee is one of the most popular beverages consumed globally, including in Indonesia, alongside tea [4]. The diversity of coffee varieties in Indonesia not only enriches local flavor profiles but also creates

business opportunities for coffee industry players, both on a large and small scale. In recent years, coffee consumption has expanded beyond homes and modern cafés with the emergence of various business models, including micro-scale enterprises such as coffee carts, which are now common in both large and small cities.

The presence of coffee carts has become a popular alternative among consumers due to their affordable prices, easy accessibility, and competitive taste. Almost every city now features coffee vendors operating from bicycle or motorcycle carts, each offering distinct business concepts and services [5]. Street-vendor coffee possess unique characteristics in terms of presentation, flavor, and marketing approach. They not only provide an affordable way for people to enjoy coffee but also serve as accessible social spaces for diverse communities. Their presence responds to consumer needs for ready-to-drink coffee that is affordable yet still offers an acceptable and satisfying taste [6], also in the flexibility of preparation methods and the adaptation of flavors to modern coffee trends.

Street-vendor coffee generally operate along roadsides, within campus areas, or near office districts and densely populated residential zones. This concept has gained substantial popularity among young entrepreneurs due to its low-capital business model and its adaptability to various locations. On the consumer side, this model offers the advantage of enjoying quality coffee beverages at more affordable prices without the need to visit larger, more established coffee shops. Such innovations contribute to a more dynamic coffee market, providing consumers with diverse options ranging from premium cafés to simple, community-oriented street stalls [7],[8].

However, the increasing number of coffee cart businesses has brought challenges related to their sustainability and competitiveness. One of the key determinants of success in these businesses is the quality of the products offered. Product quality as the ability of a product to perform its functions, which includes durability, reliability, precision, ease of use, and other valuable attributes. They emphasize that high product quality is essential for creating customer value and satisfaction [9]. Consumer preferences regarding coffee quality encompass multiple dimensions, including taste, aroma, serving temperature, texture, and visual appearance. In addition, factors such as price, packaging, service quality, cleanliness of the cart, and the comfort of the surrounding area also influence consumer purchase decisions.

Modern consumers, particularly younger generations and urban workers have become increasingly selective when choosing coffee products, even those sold from simple carts. They no longer seek only low prices but also consider flavor quality, presentation aesthetics, and the overall consumption experience. Therefore, a comprehensive analysis is needed to determine which aspects of coffee quality are most valued by consumers.

This study was conducted in Payakumbuh City, a region known for its rapid growth in micro, small, and medium enterprises (MSMEs), including the expansion of coffee cart businesses. The diverse social and economic backgrounds of Payakumbuh's residents create dynamic coffee consumption patterns. The emergence of various local coffee brands adopting the cart-based concept reflects healthy competition and the potential for quality improvement through better consumer understanding. Hence, the findings of this study are expected to provide insights into consumer preferences toward coffee cart quality and serve as valuable input for entrepreneurs seeking to enhance their product and service quality.

Previous studies on coffee consumption behavior have mainly focused on branded coffee shops, café atmosphere, pricing strategies, and consumer satisfaction in formal retail settings. However, limited attention has been given to consumer preferences toward street-vendor coffee, particularly in small and medium-sized cities. Moreover, existing studies tend to analyze coffee quality in isolation, without integrating multiple quality attributes that influence consumer decision-making simultaneously.

This study addresses these gaps by analyzing consumer preferences toward street-vendor coffee quality in Payakumbuh City. The novelty of this research lies in its focus on informal coffee vendors

and its comprehensive evaluation of quality attributes within a local urban context that has been underrepresented in previous research.

Consumer preferences toward the quality of coffee carts play a crucial role in maintaining the sustainability and competitiveness of micro-scale coffee businesses. A comprehensive understanding of the quality attributes valued by consumers is essential for entrepreneurs to develop effective strategies aimed at enhancing customer satisfaction. This study aim to analyze consumer preferences to the quality of street-vendor coffee in payakumbuh city and identify the factors influencing consumer purchasing decisions.

METHODS

Sample and Data Collection Method

The data utilized in this study to analyze consumer preferences toward coffee cart quality in Payakumbuh City comprised both primary and secondary data. The primary data were obtained directly from respondents and included information on consumer characteristics, preferences toward coffee cart attributes, and consumer belief and evaluation ratings, which were collected through a structured questionnaire survey. These primary data represent the respondents' assessments of their purchasing decisions related to coffee cart products. The primary data were derived from questionnaire responses distributed to respondents to assess their purchasing decisions regarding coffee cart products. The sampling process in this study was conducted using a non-probability sampling technique, which is a sampling method that does not provide equal opportunity for every element or member of the population to be selected as a sample [10]. The specific non-probability sampling method employed was purposive sampling, wherein questionnaires were distributed to respondents who met predetermined criteria. These criteria were established to ensure that the selected respondents were relevant to the analytical tools used in the study. The criteria for respondents in this research are local residents of Payakumbuh who have purchased coffee from coffee carts at least once, at least 17 years old and willing to participate in this study.

Respondents were recruited through direct surveys conducted at various street-vendor coffee locations in Payakumbuh City. Data collection took place on different days of the week (both weekdays and weekends) and at different times of the day to capture diverse consumer profiles. The survey was administered across multiple neighborhoods and did not focus on locations near university only. Enumerators approached respondents from diverse age groups and occupational backgrounds to ensure broader representation of coffee consumers in the city.

Measurement

This research was conducted in Payakumbuh, West Sumatera from May to June 2025. The questionnaire administered to street-vendor coffee consumers in Payakumbuh utilized a Likert scale containing statements with modified values ranging from 1 to 5 (strongly disagree, disagree, neutral, agree, and strongly agree).

The attributes used in this study were derived from relevant previous research and in-depth interviews conducted with consumers using a guided questionnaire. According to Adelawati [11], the identification of influential attributes is a crucial step in determining appropriate attribute levels, which are subsequently used to develop research stimuli. In this study, the selection of attributes and indicators for street-vendor coffee was based on the results of a preliminary survey conducted by the researchers.

For street-vendor coffee, the inherent attributes include price, taste quality, service, hygiene, location, menu variety, atmosphere, promotion, and purchase recommendation. The attributes and indicators employed in this research on consumer preferences toward street-vendor coffee are presented in Table 1.

Table 1. Attributes and indicators used in this study

Variable	Definition	Indicators
Price Perception	Consumers' evaluation of the price of coffee sold by street vendors.	Price suitability with quality Price suitability with benefit Price affordability Price margin Price competitiveness
Product Quality	Consumers' evaluation of the quality and taste of the coffee served.	Performance Perceived quality Durability Reliability After-sales service Aesthetics
Purchase Decision	Consumers' understanding of their needs and desires for a product by evaluating available sources, establishing purchase objectives, and identifying alternatives, which leads to the decision to purchase and post-purchase behavior.	Ease of location access Product availability and accessibility Ease of payment

Validity testing was conducted using the Pearson Product–Moment correlation technique. The results indicated that all questionnaire items had calculated correlation coefficients (r values) greater than the critical r -table value (0.279). This finding demonstrates that each item was able to measure the intended research variables accurately and was therefore considered valid. Accordingly, the research instrument was deemed appropriate for use in the main data collection involving 100 respondents.

Reliability testing was performed using Cronbach's Alpha coefficient. The analysis showed that all research variables had Cronbach's Alpha values exceeding the recommended threshold of 0.70. Moreover, the overall instrument achieved a Cronbach's Alpha value of 0.910. These results indicate a very high level of reliability, suggesting that the questionnaire is consistent and dependable for measuring the variables examined in this study.

Data Analysis Technique

Spearman's rank correlation is used to examine the relationship or to test the significance of associative hypotheses when the variables being analyzed are measured on an ordinal scale and when the data sources for each variable do not necessarily have to be identical [12]. In this study, the analysis was conducted to assess the correlation between consumer preferences and coffee cart quality in Payakumbuh City. The variables analyzed included purchase decision, price perception and product quality. The data analysis was performed using SPSS for Windows and Microsoft Excel to determine the strength and direction of the relationships among these variables with confidence interval 95% or α 0.05.

RESULTS AND DISCUSSION

The Spearman's Rank Correlation Analysis was applied to determine the extent of the relationship between purchasing decisions and several factors shaping consumer preferences toward street-vendor coffee quality, namely price perception and product quality. This analysis was conducted because the data were derived from questionnaire responses using an ordinal (Likert 1–5) scale, which measured the level of respondent agreement with each indicator statement.

The Spearman correlation was chosen as it is more appropriate for non-parametric data and provides an understanding of both the strength and direction of relationships between variables. The results of the Spearman's Rank Correlation Analysis indicate that all independent variables show a positive and significant correlation with purchasing decisions. This implies that the more positive consumers' perceptions of price, the better the perceived product quality. The complete results of the correlation test are presented in Table 1:

Table 2. Spearman's Rank Correlation between Purchasing Decisions and Determining Variables

No	Independent Variable	Correlation Coefficient (r_s)	Sig. (2-tailed)	N	Interpretation
1	Price Perception	0.727**	0.000	100	Strong and significant
2	Product Quality	0.512**	0.000	100	Moderate and significant

*Significant at the 95% confidence level ($p < 0.05$)

Price perception

Based on Table 2, all variables show a significance value ($p < 0.05$), indicating that the relationships among variables are positive and significant. Price perception and product quality significantly influence purchasing decisions for street-vendor coffee in Payakumbuh City. This finding demonstrates that consumer preferences for street-vendor coffee are not determined by a single aspect but are the result of interactions among price perception, quality, consumption experience, and attachment to the product. First, the price perception variable exhibits the highest correlation coefficient, $r_s = 0.727$, which indicates a strong and positive relationship with purchase decisions. This result suggests that the more favorable consumers' perception of the price of street-vendor coffee, the greater their likelihood of purchasing it. In the questionnaire, price perception was measured using indicators such as "price is appropriate for its quality," "price is appropriate for its benefits," "more affordable than other coffee products," and "competitive and consistent pricing across variants." Most respondents expressed agreement or strong agreement with these statements, indicating that price serves as a major consideration in purchasing street-vendor coffee.

This condition aligns with the demographic profile of the respondents, most of whom were university students (49%) and high school students (16%) with relatively low income levels—below IDR 3,000,000 per month. Many respondents stated that they chose street-vendor coffee due to its lower price compared to modern coffee shops or cafés. Affordable pricing makes street-vendor coffee more accessible to young consumers with limited purchasing power who nonetheless desire good taste and a casual drinking atmosphere. Therefore, competitive pricing strategies are crucial for building positive consumer price perceptions and encouraging purchase decisions. A price that is considered commensurate with product quality generates a strong perceived value, which subsequently contributes to the development of customer loyalty.

The findings of this study are consistent with previous studies who reported that price perception positively influences purchase decisions at Lawson in U Town Bintaro, South Tangerang [13]. According to Herawaty [14], price fairness indicators include consumers' belief that they are paying a fair price, the appropriateness of price-setting, the fairness of pricing policies, ethical price adjustments, and the acceptability of prices from the consumer perspective.

Price perception plays a significant role in consumers' purchase decisions. Consumers tend to evaluate prices positively when they perceive them as proportional to quality and benefits, as well as competitive compared to similar products conditions that increase the likelihood of purchase [15]. Similarly, price perception significantly affects purchase decisions for fashion products on the Shopee marketplace, with a high significance level ($p < 0.001$) [13]. These studies reinforce the findings of the present research, indicating that more positive consumer price perceptions are associated with a higher probability of making a purchase.

Price perception significantly affects purchase decisions at Kopi Tuku [16]. The t-test results (t-value 22.006 > t-table; significance 0.000) show that the more positive consumers' price perceptions, the greater their likelihood of purchasing. The F-test also supports this conclusion, revealing a significant joint contribution of price perception to purchase decisions ($F = 484.276$, $p = 0.000$). Thus, price perception is a key factor that businesses, including coffee vendors, should consider to enhance consumer purchase

decisions. Although other variables also play a role, price perception remains a primary driver in attracting consumer interest.

Product Quality

The product quality variable has a correlation coefficient of $r_s = 0.512$, indicating a moderate but significant relationship with purchase decisions. This means that although price is the primary consideration, consumers continue to view product quality as a crucial factor when purchasing street-vendor coffee. Product quality indicators in the questionnaire included “coffee content is safe for consumption”, “production brand is clearly stated”, “product is stable at room temperature and not easily spoiled”, “packaging is good and appealing” and “coffee color is bright and fresh”. Based on respondents’ feedback, street-vendor coffee is perceived as having reasonably good quality for a street beverage category. Practical packaging and satisfactory taste contribute to consumer satisfaction despite the relatively low price.

This finding suggests that product quality remains an essential determinant of repeat purchases. Consumers are more likely to repurchase coffee if the taste is consistent, safe for consumption, and served in hygienic conditions. Therefore, vendors of street-vendor coffee must maintain product quality standards and hygiene to strengthen consumer trust in their brands.

This study is consistent with previous research indicating that product quality significantly influences consumer purchase decisions. Salatun and Layoo [17] found that product quality has a positive and significant effect on purchase decisions, both partially and simultaneously. Similarly, Saputra and Mashariono [18] concluded that product quality significantly affects consumer purchase decisions alongside other variables. These findings are supported by Suari *et al.* [19], who also reported a significant effect of product quality on purchase decisions.

Ariella [20] further found that product quality was the only variable among those tested that significantly influenced purchase decisions. This is reinforced by Oktavenia and Ardani [21], who found a significant relationship between product quality and purchase decisions, demonstrating that consumers’ perceptions of product quality play a vital role in their decision-making process. Likewise, Anwar and Satrio [22] concluded that product quality significantly affects purchase decisions, where high-quality products tend to attract greater consumer interest and enhance customer satisfaction.

In summary, these studies support the view that product quality is a critical factor influencing consumer behavior and purchase decisions. High product quality fosters trust and satisfaction, encouraging repeat purchases and positive word-of-mouth recommendations. In an increasingly competitive market environment, product quality serves as a key differentiator that determines a brand’s success. Thus, the findings of this study are aligned with previous research emphasizing that improving product quality is an effective strategy for significantly influencing consumer purchase decisions.

Overall, the results of the Spearman Rank correlation analysis indicate that price perception is the most dominant factor influencing purchase decisions, followed by product quality. These findings are consistent with the main characteristics of the street-vendor coffee market, which consists largely of young consumers with low to middle income who place strong emphasis on price when making purchase decisions. Nonetheless, taste quality, practical packaging, and good service are also important elements that determine consumer satisfaction and the formation of loyalty. Therefore, the success of street-vendor coffee businesses in Payakumbuh City depends on their ability to maintain a balance between competitive pricing, consistent quality, and high consumer satisfaction. When these three factors are managed consistently, loyalty will naturally develop, and consumer preferences for street-vendor coffee will continue to grow over time.

The findings of this study provide several important implications for both practitioners and

policymakers. The significant relationships between price perception, product quality, and purchase decision indicate that consumers of street vendor coffee are highly sensitive to value considerations. This suggests that street vendor coffee businesses should focus on maintaining affordable prices while ensuring consistent product quality, particularly in terms of taste, hygiene, and overall service. Improving perceived value for money can enhance consumers' purchasing decisions and potentially increase repeat purchases. From an academic perspective, this study contributes to the consumer behavior literature by extending empirical evidence to the informal food and beverage sector, which has received limited scholarly attention compared to formal coffee shops and cafés. The results highlight the importance of integrating multiple quality attributes when analyzing consumer preferences in informal retail contexts.

This study has several limitations. First, the data were collected using a cross-sectional survey design, which limits the ability to infer causal relationships among variables. Second, the study was conducted just in Payakumbuh, Therefore, the findings cannot be generalized to other regions with different social, economic, and cultural characteristics. Third, Spearman correlation analysis focuses on the strength and direction of associations but does not consider for potential mediating or moderating variables that may influence consumer purchase decisions.

Future studies are encouraged to address these limitations by employing more advanced analytical methods, such as regression analysis or structural equation modeling, to explore causal relationships and complex interactions among variables. Longitudinal research designs could also be adopted to capture changes in consumer preferences over time.

CONCLUSION

This study concludes that consumer purchasing decisions for street-vendor coffee in Payakumbuh City are primarily influenced by price perception, followed by product quality. The Spearman's Rank Correlation Analysis shows that price perception has the strongest and most significant relationship with purchasing decisions, indicating that affordability and perceived price fairness are key determinants for consumers particularly those from younger and lower to middle income groups. Although price plays a dominant role, product quality also demonstrates a meaningful influence, suggesting that consistent taste, safety, and practical packaging remain essential factors supporting repeat purchases. The findings highlight that the sustainability and competitiveness of street-vendor coffee businesses depend on their ability to maintain competitive pricing while simultaneously ensuring product quality and customer satisfaction. Strengthening these elements can enhance consumer preferences, encourage loyalty, and support long-term business growth in the increasingly dynamic local coffee market.

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